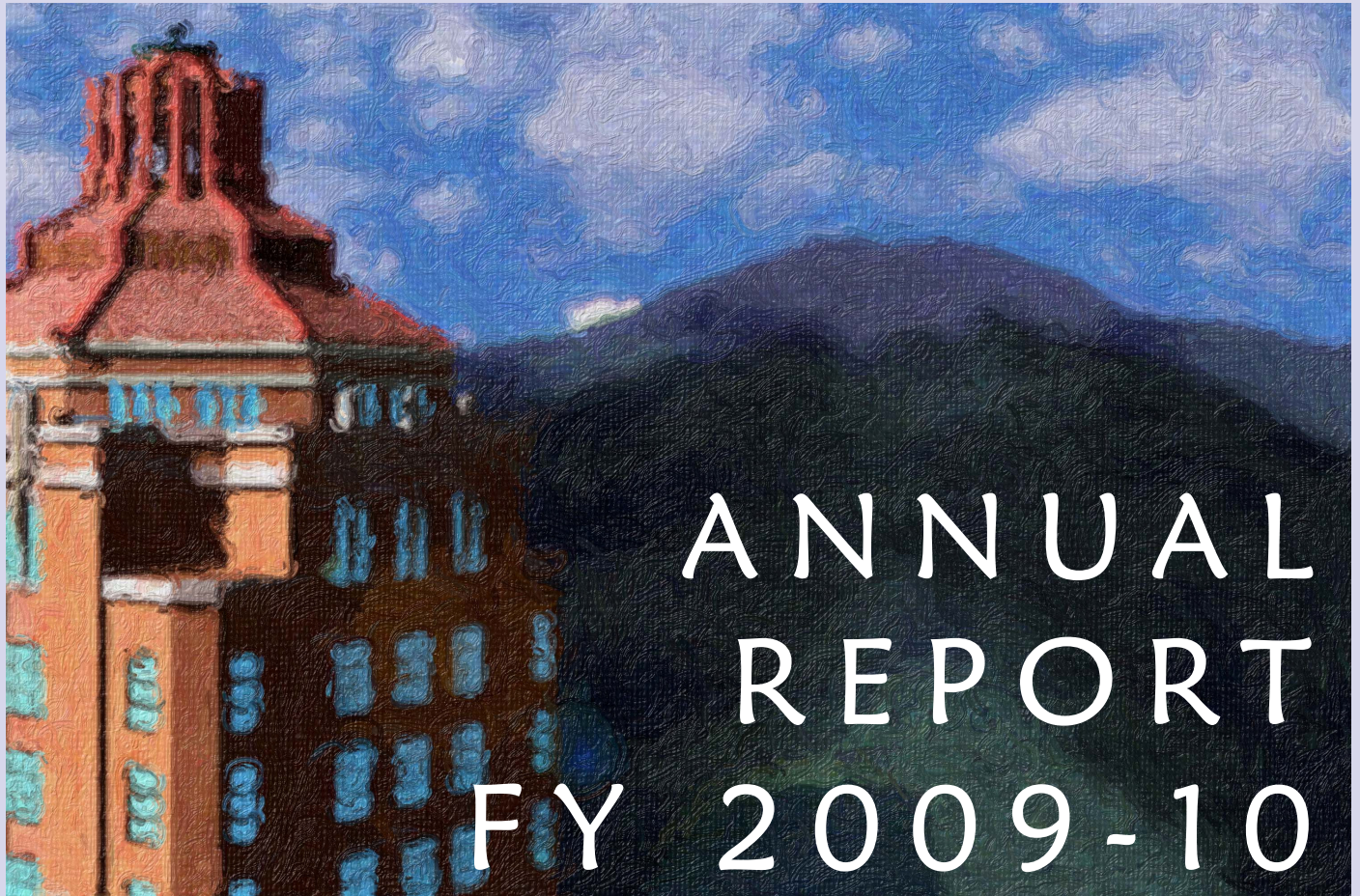


CITY OF ASHEVILLE  
OFFICE OF ECONOMIC DEVELOPMENT



*Our Quality of Service, Your Quality of Life*

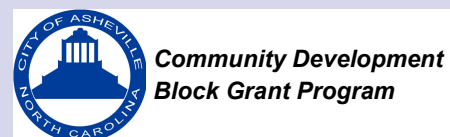
## FROM THE DIRECTOR



Challenging times call for challenging conventional thinking. The practice of economic development is globally shifting its approach from competition to collaboration. The City of Asheville's Office of Economic Development (OED) has focused our organization and strategy to promote "link and leverage" approaches to meet city strategic goals and to achieve regional economic development success. OED staff encourages the formation of quick teams to identify and begin moving on initiatives that further Council and regional goals.

In this annual report, we will highlight how, in these challenging times, the Office of Economic Development is actively working with numerous organizations to build quality, connected places to attract and retain our people, jobs, investment, and innovative businesses. Economic development takes place in the civic space outside the four walls of any one organization. A key insight that our city OED staff has pursued is an understanding that we need to actively engage and continue to build successful networks and collaborations more effectively to meet city strategic goals.

## PARTNERSHIP ORGANIZATIONS



## DOWNTOWN MASTER PLAN

The Downtown Master Plan was undertaken by the city in 2008. A year long planning process resulted in a plan that was adopted by City Council in May, 2009. The Downtown Master Plan was created around three themes: Experiencing Downtown; Shaping Downtown and Managing Downtown. These three themes bring together elements of arts & culture, historic preservation, transportation and parking, urban design and downtown management.

Currently staff is working with the Downtown Commission and a 50 person volunteer Action Committee to pursue implementation. Five committees organized around the strategies in the plan are working to assist in the implementation of the plan.



**Sasha Vrtunski, Project Manager**

## FEATURED SUCCESSES

### MOOG ANNOUNCES DOWNTOWN HEADQUARTERS

The Moog Music, in conjunction with the City of Asheville and the Economic Development Coalition for Asheville Buncombe County, announced a \$2.5 million investment in a new downtown Asheville company headquarters. Moog Music selected 160-170 Broadway Street for its close proximity to the downtown music venues and the river arts district. The location will house the company's 35 employees engaged in worldwide sales and marketing, research and development, and manufacturing operations. As part of this expansion and expected company growth, Moog anticipates adding an additional 10 – 15 employees over the next three years. Moog Music has been selected by the City to receive \$50,000 in Community Development Block Grant funds in support of the project. Renovations to the building are anticipated to be completed by late 2010.



The company's founder, Bob Moog, moved to the Asheville area in 1978. After some years consulting and teaching at UNC-Asheville, Dr. Moog began making electronic musical instruments in 1994. Today, Moog Music designs, engineers, and manufactures electronic musical instruments including the Minimoog Voyager, the Little Phatty Synth, and the recently introduced, patented, award winning Moog Guitar.

*Source: Asheville Area Chamber of Commerce Business Blog*

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### SOUTHERN CONFERENCE NAMES ASHEVILLE HOST CITY FOR TOURNAMENT



The City of Asheville has been named the host city for the Southern Conference men's and women's college basketball tournament, beginning March 2012 thru March 2014. The men's games will be played at the Asheville Civic Center. The women's tournament will begin at the new Kimmel Arena at UNC Asheville, with the semifinal and championship games being held at the Civic Center.

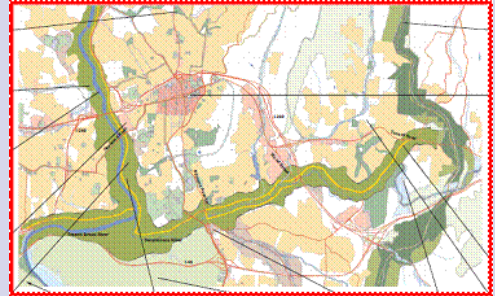
In total, six cities submitted proposals to the Southern Conference to host the basketball tournament that attracts fans from all over the Southeast.

Asheville Mayor Terry Bellamy noted "the Southern Conference has a great history in Asheville," referring to the tournaments twelve-year run in Asheville from 1984-1995. "They're coming back home." Sam Powers, Director of Economic Development commented, "There will be a significant economic impact for the City of Asheville, bringing thousands of tourists to town in March." The mayor also highlighted the significant partnership between the City and the University of North Carolina – Asheville.

## FEATURE HIGHLIGHTS

### RIVERFRONT REDEVELOPMENT

If downtown Asheville is our community's living room, then the Riverfront District is our community's backyard. Ensuring our community has a clean, safe place to play requires developing opportunities for citizens of all ages, income, and ability to live and work nearby. The Office of Economic Development provides the staff support to coordinate such City programs and projects in the district, including support for the newly formed Asheville Riverfront Redevelopment Commission. The Commission, a partnership between the City of Asheville, Buncombe County, the Council of Independent Business Owners, RiverLink, and the Asheville Area Chamber of Commerce, is charged with making recommendations that support public private partnerships and capital investment fostering sustainable development in the district.



*Wilma Dykeman RiverWay  
Master Plan*

### PASSENGER RAIL

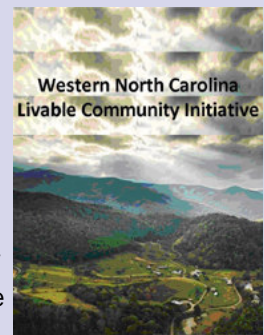
In March of 2010, Asheville's City Council passed a resolution renewing its support for passenger rail in Western North Carolina. The initiative not only calls for track and siding upgrades that will enable passenger rail service to be extended from Charlotte (via Salisbury) to Asheville, it also supports the near-future development of City co-owned property into a multimodal transportation station. The Office of Economic Development coordinates the City's participation in the regional Western North Carolina Passenger Rail Initiative, which includes



representation from eight municipalities, NCDOT, and regional business leaders. Earlier this year, staff co-presented to the North Carolina House Select Committee on a Comprehensive Rail Service in Raleigh, and co-hosted a public workshop on Passenger Rail and Multimodal Station Development at Land of Sky Regional Council of Governments.

### LIVABLE COMMUNITIES INITIATIVE

Since October 2009, the Office of Economic Development has teamed with the Community Development division of the City of Asheville and other local partners to champion a readiness project known as the Western North Carolina Livable Communities Initiative. Designed to mimic the federal Sustainable Communities Initiative, the project seeks to eliminate barriers to public, private, academic, and institutional cooperation on projects that contribute to developing a more sustainable region. Accomplishments in the first eight months of the project include: development of a regional shared vision, adopted by the Land of Sky Regional Council of Government's Board (which includes City of Asheville elected officials); dozens of local interagency capacity building meetings; two day-long retreats for federal, state and regional officials; and a community workshop with over 100 attendees. Current efforts include City staff collaboration on \$5 million in grant applications to move existing projects and programs closer to "shovel ready" status.



## FEATURE HIGHLIGHTS

### STRATEGIC PARTNERSHIP: RENCI ENGAGEMENT SITE

The Office of Economic Development coordinated City efforts to open a new RENCI engagement site at the Grove Arcade in Downtown Asheville. Formerly located at the AB-Tech Enka campus, the new site offers state-of-the-art modeling technology and a space for local government boards to engage with innovative and accurate decision making tools.

The Renaissance Computing Institute (RENCI) creates partnerships between academia, community organizations and technology to tackle complex environmental issues. In Asheville, the RENCI engagement site exists as a partnership between the City of Asheville, the University of North Carolina at Asheville and ten other local organizations. RENCI's new location is just steps away from the National Climatic Data Center and ERC Broadband, two organizations that RENCI frequently partners with to further technology-based economic development in Asheville.



### MINORITY BUSINESS

*The Minority  
Business  
Program  
embraces the  
concept of our  
workforce  
matching our  
community.*

The City of Asheville Minority Business Program has collaborated with Mountain Biz-Works, Asheville-Buncombe Institute of Parity Achievement (ABIPA), and the Eagle Market Street Development Corporation to revitalize the Asheville Black Business Alliance (ABBA). The ABBA is a self-guided group of African American business owners, professionals, and individuals that aspire to start their own business the opportunity to network and enhance their skills to support local African American businesses. The Minority Business Program embraces the concept of our workforce matching our community. The ABBA's mission states: "We are an alliance of black business owners and professionals dedicated to strengthening each other with resources, tools, and networking opportunities in order to make our business prosper and to build an even stronger Asheville economic environment." Participants receive information and resources available to enhance their business through marketing tips, personnel selection, and local area service providers available in Western North Carolina.

### CITY OWNED PROPERTY & LAND USE POLICY: GLADHEART FARMS

Encouraging local food systems is one way that the Office of Economic Development seeks to advance green and sustainable policy goals. In support of local food production, the Office of Economic Development coordinated the lease of 11 acres of unused agricultural land at Azalea Park to a local, organic certified fruit and vegetable grower, Gladheart Farms. Gladheart Farms is a family operated business that distributes produce locally through a CSA program as well as through local grocers. With this lease, the City was able to preserve the park experience, and at the same time allow for the best use of prime farmland.



## MEET OUR STAFF



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#### **Staff:**

**Sam Powers, CEcD, Director**

**Stephanie Monson, Urban Planner**

**Nikki Reid, Real Estate Manager**

**Janet Dack, Administrative Assistant**

**James Lee, Minority Business Coordinator**

**Focus Statement:** *The focus of the City of Asheville, Economic Development, is to promote the City's economic development policies through linked and collaborative initiatives that leverage resources to create a vibrant and robust Asheville economy.*



## PARTNERSHIPS, COLLABORATIONS & ACCOMPLISHMENTS FY 2009-10

#### **Council Strategic Goal: SAFE**

- Downtown Association Spare Change for Real Change Project

#### **Council Strategic Goal: GREEN**

- Providing Alternatives for City Employees (PACE) Program
- Swannanoa River Floodway Protection
- Reed Creek Greenway Acquisition

#### **Council Strategic Goal: FISCALLY RESPONSIBLE**

- Telecom lease revenue generation
- City of Asheville Youth Leadership Academy

#### **Council Strategic Goal: AFFORDABLE**

- E-Verify Education Seminar
- Participated in JumpStart
- Urban Progress Zone reauthorization
- Brotherton property sale to Habitat for Humanity
- City Owned Land Initiatives

#### **Council Strategic Goal: SUSTAINABLE**

- Women's Business Alliance
- Support for River Redevelopment
- Comprehensive Review of 2025 Plan
- SEDC Award for Advertising Campaign—Asheville City Market
- River District Brownfields Program
- Partner in Regional Economic Strategies: EDC, HUB, CarolinaWest, NC Dept. of Commerce, AdvantageWest
- City Manager's Development Forum
- Community Partnerships: UNCA—YMI downtown college classes
- 2010 Federal Legislative Agenda
- Hosted five inter-city tours
- Regional Wayfinding Project

#### **Boards & Commissions**

- Planning & Economic Development Committee
- Riverfront Redevelopment Commission